

Jonathan Cape Limited,
Thirty Bedford Square,
London, W. C. 1.

Dear Tom,

Many thanks for your letter of 16th May which makes me feel that no harm will come from a little straight speaking at this stage.

The last thing in the world I want to happen is for Bookers Books to be regarded as the money bags and nothing more than the money bags, behind a great good scheme for promoting English literature doped up by the Publishers Association. As you know, and very much thanks to John's flair, we had gone, quite independently, a long way along the same path that your Committee was itself treading. What seemed to us to be an extremely good idea was that we should cease following separate paths and should both tread the same one.

I think you will see the point I am making if you read again your letter to me of 16th May. For example under point one you say "I can assure you that everyone concerned will keep the expense to a minimum" and under point two you say "I do think you should guarantee to keep the award going (except in the unlikely event of mutual consent to fold) for a minimum of more than two years".

The point I want to bring home is that as sponsors we pay what we regard is necessary and we take a decision to pack our tents and steal away just as soon as we feel that we are not achieving our aims.

In other words, why doesn't Bookers Books and the Publishers Association get together to discuss the project in detail rather than negotiate it at distance as if they were opposing parties? So what we suggest is that you discuss the project in principle at your meeting on Tuesday and do not try to examine with them the two papers which represent our first thoughts. Then why don't you, as the delegate of the Publishers Association and we as the other partner get together, as we already suggested, to discuss the whole matter in detail.

T. Maschler, Esq.

17th May 1968.

Page 2.

And, of course, I am sure that you will feel entirely free to 'phone me or John on any points you wish to clarify before your Tuesday meeting.

With warmest regards,

Yours ever,